IN THE IOWA DISTRICT COURT FOR POLK COUNTY

STATE OF IOWA ex rel. THOMAS J. MILLER, ATTORNEY GENERAL OF IOWA, 99AG25112 Plaintiff, vs. **CHRISTOPHER LAMPARELLO,** individually and in his corporate capacities, dba **WORLD WEALTH SYNDICATE** and **PUBLISHING COMPANY INC.;** and **PRIDEMORE PUBLISHING COMPANY, INC.,** a New York corporation dba World Wealth Syndicate; Defendants.	)	Equity No. CE 62109 **PETITION IN EQUITY**

The State of Iowa ex rel. Attorney General Thomas J. Miller, through Assistant Attorney General Steve St. Clair, states as follows for its cause of action against each of the above-captioned Defendants, in their corporate and, as applicable, individual capacities (hereinafter "Defendants").

INTRODUCTION

Defendants have lined their pockets at the expense of consumers in Iowa and other states by advertising various money-making opportunities that didn't hold a prayer of success.

Defendants' cynical advertisements held out the promise of large amounts of cash in a short period, with modest effort, and with no particular talent or expertise required. Needless to say, these "opportunities" served only to set the consumers back the cost of the program. Defendants had no realistic basis whatsoever for believing that the programs being sold would actually live up to the money-making descriptions in the ads. Money was indeed made, but ostensibly only by Defendants, who profited by preying on consumers who were, in all likelihood, predominantly desperate, or vulnerable, or both. In taking advantage of its customers, Defendants advertised an Iowa return address (a mere mail drop) even though they were located in New York City. Presumably, this promoted the scheme by making it appear that the operation was firmly planted in the heartland, thus hoping consumers would let down their guard.

VENUE

1. Venue is proper in Polk County, Iowa, because Defendants have engaged in the activities that are the subject of this Petition in Polk County, Iowa. Moreover, one or more victims of the practices in question reside in Polk County. Iowa Code §714.16 (10).

PARTIES

2. The Iowa Attorney General is authorized to bring this action on behalf of the State of Iowa by Iowa Code §§ 714.16 (7).

3. Christopher Lamparello is a resident of New York, New York, and at relevant times was the only officer of the corporate defendant, Pridemore Publishing Company, Inc. ("Pridemore"). In connection with the activities that are the subject of this Petition Lamparello has used the fictitious names "Bob Michaels," "Bob House," "Larry Checkers," "Steve Christie," "Bill Simmons," and "John Matthews;" Lamparello has registered the latter two names with New York State. Lamparello has done or is doing business as World Wealth Syndicate and

Publishing Company Inc.

4. Pridemore was incorporated in the State of New York on April 7, 2005.

JURISDICTION

5. The Iowa Consumer Fraud Act, Iowa Code § 714.16 ("the Consumer Fraud Act") provides at subsection 714.16(2)(a) (in pertinent part):

> The act, use or employment by a person of an unfair practice, deception, fraud, false pretense, false promise, or misrepresentation, or the concealment, suppression or omission of a material fact with intent that others rely upon the concealment, suppression, or omission, in connection with the lease, sale, or advertisement of any merchandise or the solicitation of contributions for charitable purposes, whether or not a person has in fact been misled, deceived, or damaged, is an unlawful practice.
>
> It is deceptive advertising ... for a person to represent in connection with the lease, sale, or advertisement of any merchandise that the advertised merchandise has certain performance characteristics, ... or benefits ... if, at the time of the representation, no reasonable basis for the belief existed. The burden is on the person making the representation to demonstrate that a reasonable basis for the claim existed.

6. Iowa Code § 714.16 (1) provides the following definitions:

> (f) "Deception" means an act or practice which has the tendency or capacity to mislead a substantial number of consumers as to a material fact or facts.
>
> (n) "Unfair practice" means an act or practice which causes substantial, unavoidable injury to consumers that is not outweighed by any consumer or competitive benefits which the practice produces.

7. Iowa Code § 714.16 (7) provides, in pertinent part:

> Except in an action for the concealment, suppression, or omission of a material fact with intent that others rely upon it, it is not necessary in an action for reimbursement or an injunction, to allege or to prove reliance, damages, intent to deceive, or that the person who engaged in an unlawful act had knowledge of the falsity of the claim or ignorance of the truth.

8. In describing remedies under the Consumer Fraud Act, Iowa Code § 714.16 (7) provides in pertinent part as follows:

> If it appears to the attorney general that a person has engaged in, is engaging in, or is about to engage in a practice declared to be unlawful by this section, the attorney general may seek and obtain in an action in a district court a temporary restraining order, preliminary injunction, or permanent injunction prohibiting the person from continuing the practice or engaging in the practice or doing an act in furtherance of the practice. The court may make orders or judgments as necessary to prevent the use or employment by a person of any prohibited practices, or which are necessary to restore to any person in interest any moneys ... which have been acquired by means of a practice declared to be unlawful by this section ...
>
> In addition to the remedies otherwise provided for in this subsection, the attorney general may request and the court may impose a civil penalty not to exceed forty thousand dollars per violation against a person found by the court to have engaged in a method, act, or practice declared unlawful under this section; provided, however, a course of conduct shall not be considered to be separate and different violations merely because the conduct is repeated to more than one person. In addition, on the motion of the attorney general or its own motion, the court may impose a civil penalty of not more than five thousand dollars for each day of intentional violation of a ... permanent injunction issued under authority of this section.

FACTUAL ALLEGATIONS

9. The Iowa Attorney General's Consumer Protection Division became aware of Defendants' advertising and marketing schemes primarily because consumers around the country, who believed that they were cheated when the products they ordered from Defendants were not as described or when their attempts to get a promised refund were frustrated, lodged their complaints with the Iowa Attorney General because Defendants' use of an Iowa mail drop made it appear that they were located in Iowa.

10. On February 17, 2009, the Iowa Attorney General directed a Civil Investigative Demand ("CID") to Lamparello, seeking information relating to his marketing activities in Iowa. The CID focused in particular on two advertised promotions in which World Wealth Syndicate used an Iowa return address, namely Crazy Cousin Elmer's Big Cash Flier ("Yep, I raked in over $25,000 in just two weeks! And I practically sat on my butt the whole time!"), and the Big

Bucks! system ("I mailed the *special envelope* ... [a]nd a check for $5,298.02 showed up in my mailbox about sixteen days later!"). A copy of the CID, with the advertisements in question attached, appear as Exhibit 1 to this Petition.

11. On March 25, 2009, Lamparello submitted a written response to the CID. In his response, Lamparello admitted, in effect, that he was responsible for the content of the advertisements, that the first-person accounts of financial success in the advertisements were "stories," that Elmer was a "pen name," and that the photo of Elmer was a "stock photo." Lamparello also admitted, in effect, that he had no substantiation for the ambitious claims in the advertisements regarding the degree of success purchasers of his programs could expect: "I do not keep records of who earns the results which are discussed in the advertisement's narrative." Lamparello's response also acknowledged that ads for the following promotions were also sent to Iowans: "How I made $99 an Hour," "God Wants You To Be Rich," and "$450 a Day." A copy of Mr. Lamparello's response to the CID appears as Exhibit 2 to this Petition (with the attachments setting forth the names and addresses of Iowa purchasers omitted).

CONSUMER FRAUD ACT VIOLATIONS

12. Paragraphs 1 through 40 are incorporated herein by reference.

13. Defendants' marketing practices violate the prohibition of Iowa Code § 714.16 (2)(a) against (*inter alia*) misleading, deceptive, unfair, and omissive acts and practices.

14. Although it is not necessary to establish reliance, damages or intent to deceive to obtain injunctive relief or reimbursement under the Consumer Fraud Act, the acts and practices of Defendants in violation of subsection (2)(a) of the Consumer Fraud Act as alleged in this Petition did in fact induce reliance on the part of consumer victims, did in fact cause damage to consumers, and/or were in fact intentional.

PRAYER

Plaintiff prays the Court grant the following relief:

A. Pursuant to Iowa Code § 714.16 (7), restrain Defendants, and each of them, and (as applicable) such Defendant's directors, officers, principals, partners, employees, agents, servants, representatives, subsidiaries, affiliates, successors, assigns, merged or acquired predecessors, parent or controlling entities, and all other persons, corporations and other entities acting in concert or participating with Defendant who have actual or constructive notice of the Court's injunction, from engaging in the deceptive, misleading, omissive, and unfair practices alleged in this Petition or otherwise violating the Iowa Consumer Fraud Act.

B. Include in any such restraints such "fencing in" provisions as are reasonably necessary to ensure that Defendants and other enjoined persons and entities do not return to the unlawful practices alleged herein, or commit comparable violations of law.

C. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendants, jointly and severally, for amounts necessary to restore to Iowa consumers all money acquired by means of acts or practices that violate the Consumer Fraud Act.

D. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendants, jointly and severally, for such additional funds as are necessary to ensure complete disgorgement of all ill-gotten gain traceable to the unlawful practices alleged herein.

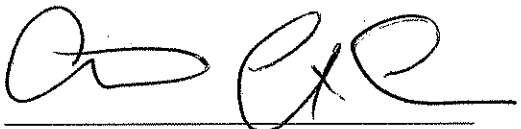
E. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendants, jointly and severally, for up to $40,000.00 for each separate violation of the Consumer Fraud Act.

F. Award Plaintiff interest as permitted by law.

G. Pursuant to Iowa Code § 714.16 (11), enter judgment against Defendants, jointly and severally, for attorney fees, state's costs and court costs.

H. Grant such additional relief as the Court deems just and equitable.

Thomas J. Miller
Attorney General of Iowa



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IN RE THE MATTER OF: CHRISTOPHER LAMPARELLO, dba WORLD WEALTH SYNDICATE,	)	**CIVIL INVESTIGATIVE DEMAND AND NOTICE OF INTENT TO PROCEED**
Respondent.	)	

DIRECTED TO: Christopher Lamparello, dba World Wealth Syndicate

The State of Iowa ex rel. Thomas J. Miller, Attorney General of Iowa, through Assistant Attorney General Steve St. Clair, pursuant to the provisions of Iowa Code § 714.16 (2009), commonly known as the Iowa Consumer Fraud Act, directs you to the following Civil Investigative Demand and Notice of Intent to Proceed (hereinafter "CID") pursuant to the authority of the Act.

In connection with this office's investigation, evidence has been obtained sufficient to make it appear that the business practices engaged in by you may have been in violation of the Iowa Consumer Fraud Act. Since it appears to the Office of the Attorney General of Iowa that it would be in the public interest to further investigate such practices, this CID is being served upon you pursuant to Iowa Code § 714.16(3)-(6).

The Attorney General has reason to believe that Respondent may have violated the Iowa Consumer Fraud Act *inter alia* by advertising wealth generating systems and methods using success stories that are misleading and are unrepresentative of what consumers can reasonably expect, and employing a Des Moines, Iowa address that creates a false impression as to the site of Respondent's business operations.

To comply with this CID, you must file a written response, <u>under oath</u>, with the office of

Exhibit 1

the undersigned no later than twenty (20) days after the date of service of this CID. The sworn response must contain all of the information requested.

Any attorney who will represent Respondent in this matter should be promptly advised of the service of this CID. Because it appears that consumers may be suffering ongoing harm as a result of Respondent's business practices, an extension of time will be granted only upon a legitimate showing of need for the extension, assurances that a good faith attempt will be made to answer the CID, and specifics as to which paragraphs of the CID require additional time. Requests for extensions of time should be directed to Assistant Attorney General Steve St. Clair at (515) 281-3731.

INSTRUCTIONS

Any written or physical information provided in response to this CID must be clearly labeled and specifically identified by reference to the CID paragraph to which it is responsive.

Whenever a CID paragraph asks Respondents to "**identify**," or for the "**identity**" of, a document, the response is to include, but not be limited to, the nature and contents of the document, the "**identity**" of the addressee (see below), the "**identity**" of the author and signer, and sufficient information to enable the Iowa Attorney General to identify it for purposes of a subpoena duces tecum.

The term "**person**" shall include individuals (natural persons), as well as firms, associations, partnerships, corporations and other business entities. A request to "**identify**," or for the "**identity**" of, a person is deemed to include, at a minimum, a request for the name of such person, the person's present business address (and residential address, if an individual), or the last known business address (and residential address, if the person is an individual) if the current

address is unknown, and the last known business telephone number (and, if the person is an individual, residential telephone number). Specific CID paragraphs may request additional information as well.

The term "**document**" shall include all papers, e-mails, tapes and any and all other items within the definition of documents in Iowa Rule of Civil Procedure 1.512(1), as well as any and all other means, devices, or media for storing information.

A request for the "**period**" of some conduct, activity, or practice seeks the beginning date (or the best possible approximation, if an exact date is not known), and, if the conduct, activity, or practice is not ongoing as of the date of the response, the ending date (or the best possible approximation, if any exact date is not known).

If the use of the words "**and**," "**or**" or "**and/or**" create any doubt about the inclusiveness of a specific CID paragraph, adopt the meaning resulting in the provision of more, rather than less, information. If the use of the word "**any**" creates any doubt about the inclusiveness of a specific CID paragraph, adopt the meaning resulting in the provision of more, rather than less, information, by construing, for example, "any" as synonymous with "every."

Unless otherwise indicated in connection with a particular CID paragraph, **the period of time for which information is sought** by each CID paragraph is June 1, 2002 to the present.

REQUESTS FOR INFORMATION

1. Please "**identify**" Respondent Christopher Lamparello, and describe all instances in the past ten (10) years in which Mr. Lamparello:

a) has been a party in, or has given a deposition or sworn statement as part of, a legal proceeding (provide forum, docket number, full caption, date filed, nature of proceeding, and disposition).

b) has been the owner (or part owner) of a corporation or other business entity that marketed to Iowans and/or used an Iowa address, and "**identify**" each such business entity.

c) has used any form of alias or fictitious name, providing each name used and the context and period of such use.

2. Separately for each of the following entities (**I** through **VII**, below), please:

a) provide each d/b/a, trade name, fictitious name, alias, or other name under which it has ever done business, and the context and period of such use.

b) state the date and state of incorporation, and the address of its home office or principal place of business and all branch offices or other business locations.

c) "**identify**" each current and past officer and director, and for each indicate the position held and the period during which that position was held, as well as that person's total compensation, if any, separately for each year 2005 to present.

d) "**identify**" each person who had any ownership interest in such entity at any time after January 1, 2005, and specify the extent of the ownership interest (for example, 50 %).

e) "**identify**" each individual who has been employed by the entity since January 1, 2005, and for each individual identified also indicate the position held, the period during which the person was employed, the job duties performed, and total compensation received, separately for each year.

f) State whether it has ever been a party in a criminal or civil (including administrative) legal proceeding within the past ten (10) years, and for each such proceeding provide the date, the forum and forum location, the docket number, the nature of the proceeding, and the disposition. For any such civil actions that resulted in entry of a judgment, provide a copy of the judgment.

I. E.M. Tech Mailing Lists
II. Pridemore Publishing Company, Inc.
III. Publishing Company Incorporated
IV. Brave Decision Company
V. City Books Publishing Company
VI. New Voyage Press, Inc.
VII. World Wealth Syndicate, Inc.

3. Separately for attached Exhibits A and B, provide a complete list of the names and (last known) addresses of each person with an Iowa address who placed an order for the advertised product or service, and include the amount the person spent and, if a refund was provided, the amount refunded.

4. In connection with the mailing address "2643 Beaver Avenue, #301" (the "Beaver Avenue address"):

a) describe whatever services were performed by personnel at that address (for example, opening the mail and depositing the checks in a designated account; or forwarding the unopened mail to another address); and

b) if personnel at the Beaver Avenue address forwarded the mail unopened to another address, provide the address to which the mail was forwarded and "**identify**" who received the mail at the latter address.

5. For each advertisement that has used the Beaver Avenue address to receive orders from consumers and that was at the time under the full or partial control of Respondent:

a) provide a copy of the advertisement, and indicate (i) how the advertisement was disseminated to Iowans (for example, by direct mail, or in a periodical [specified by name] with circulation that included Iowa), and (ii) the period of such dissemination; and

b) "**identify**" the person primarily responsible for determining the content of the advertisement.

6. In connection with the advertisement attached hereto as Exhibit A, please:

a) "**identify**" the person whose experiences are described in the first two columns of the ad in the first person ("I," "me," "my," etc.) (referred to hereinafter as "Elmer's cousin");

b) "**identify**" the person referred to as "Elmer," and also the person referred to as "the missus";

c) "**identify**" the person whose photo appears in the ad; and

d) "**identify**" the individual (natural person) who would have received faxes sent to the phone number (515) 266-3965.

7. Please provide the following in connection with the representation in Exhibit A that Elmer's cousin "received well over $25,000" within a two-week period by mailing out the "Big Cash Flier":

a) the number of mailed fliers that resulted in the receipt of more than $25,000 within a two-week period.

b) when such fliers were mailed out.

c) the "**identity**" of each person to whom such fliers were mailed.

d) the "**identity**" of each person whose response to one of the fliers contributed directly or indirectly to the receipt of the $25,000 in question.

e) the beginning and ending dates of the two-week period in question.

f) if any of the $25,000 in question was deposited in a financial institution, "**identify**" the financial institution and provide the date(s) and amount(s) of deposit(s).

8. Please provide the following in connection with the representation that Elmer made "over $25,000 worth" of cash "in just two weeks" by mailing out his "Big Cash Flier":

a) the number of mailed fliers that resulted in the receipt of more than $25,000 within a two-week period.

b) when such fliers were mailed out.

c) the "**identity**" of each person to whom such fliers were mailed.

d) the "**identity**" of each person whose response to one of the fliers contributed directly or indirectly to the receipt of the $25,000 in question.

e) the beginning and ending dates of the two-week period in question.

f) if any of the $25,000 in question was deposited in a financial institution, "**identify**" the financial institution and provide the date(s) and amount(s) of deposit(s).

9. For each person with an Iowa address who ordered "Crazy Elmer's Big Cash Flier," please provide the following:

a) the person's name and (last known) address.

b) the date of the order.

c) whether the person ever requested a refund.

d) whether a refund was ever made.

10. Please "**identify**" all persons who ordered "Crazy Elmer's Big Cash Flier" and who are known or believed to have received $1,000 or more by following the instructions provided (that is, by performing one or more mailings).

11. Please state the total number of orders that have been filled for "Crazy Elmer's Big Cash Flier" since it was first offered to the public.

12. In connection with the advertisement attached hereto as Exhibit B, please:

a) "**identify**" the person whose experiences are described at the outset of the ad in the first person ("I MADE ... $5,000 Bucks!") (referred to hereinafter as "Linda's ex-husband"); and

b) "**identify**" the person referred to as "Linda."

13. Please provide the following in connection with the representation in Exhibit B that Linda "received a check for exactly $5,298.44 payable to her" a "couple weeks" after she mailed what she called "her special envelope":

a) the number of "special envelopes" the mailing of which resulted in her receipt of the check in question.

b) when such "special envelope(s)" were mailed out.

c) the "**identity**" of each person to whom such "special envelope(s)" were mailed.

d) the "**identity**" of each person whose response to receiving a "special envelope" contributed directly or indirectly to the receipt of the check in question.

e) the beginning and ending dates of the "couple weeks" in question.

f) if any of the $5,298.44 in question was deposited in a financial institution, "**identify**" the financial institution and provide the date(s) and amount(s) of deposit(s).

14. Please provide the following in connection with the representation in Exhibit B that Linda's ex-husband mailed the "special envelope" and sixteen days later "a check for $5,118.02 showed up" in his mailbox:

a) the number of "special envelopes" the mailing of which resulted in his receipt of the check in question.

b) when such "special envelope(s)" were mailed out.

c) the "**identity**" of each person to whom such "special envelope(s)" were mailed.

d) the "**identity**" of each person whose response to receiving a "special envelope" contributed directly or indirectly to the receipt of the check in question.

e) the beginning and ending dates of the "sixteen days" in question.

f) if any of the $5,118.02 in question was deposited in a financial institution, "**identify**" the financial institution and provide the date(s) and amount(s) of deposit(s).

15. "**Identify**" Steve Christie, whose experiences are described in advertisements for the "$99 AN HOUR system," and provide all documents and other information in your possession or control that constitute substantiation for advertised claims that "if you can handwrite a simple name and address, you can get $99 AN HOUR just like I did." Include the number of instances in which persons responding to such advertisement(s) are known or believed to have received

$99 an hour, "**identifying**" each such person.

16. "**Identify**" Bob House, whose name appears in advertisements indicating that one can make $450 a day mailing Mr. House's booklets, and provide a copy of what a person who placed an order in response to such advertisements received. In addition, please provide all documents and other information in your possession or control that constitute substantiation for advertised claims that a person who uses Mr. House's system will be "making WILD amounts of money." Include the number of instances in which persons responding to such advertisement(s) are known or believed to have received $450 a day, "**identifying**" each such person.

17. "**Identify**" Larry Checkers, author of "BIG BUCK$."

18. "**Identify**" John Matthews, President of the Get Rich Club.

19. "**Identify**" Bob Michaels, the person held out as President of World Wealth Syndicate (at least for a period in 2005) on the website www.orderwealth.com.

20. "**Identify**" Bob Murray, the person held out as President of World Wealth Syndicate in advertisements for homeworkers (headed "WHEN I TRIED THIS I MADE $1,000 A DAY!").

21. Separately for Exhibit A and Exhibit B, state whether Respondent has provided one or more lists of purchasers of the advertised products or services to one or more other entities (whether a list broker, a list user, or any other entity) to be managed, brokered, rented, sold, or used for any purpose. If so, indicate whether any of the lists are believed to have included persons with Iowa addresses, and for each list believed to include Iowans itemize the instances in which the list was provided to another entity, including dates, the "**identity**" of each recipient entity, the name of the list, and the amount of any payment involved.

22. "**Identify**" all documents responsive to any request made in this CID that are being withheld due to a claim of privilege. In addition to "**identifying**" each such document, please provide for each document the date it was originated (as shown on the document, where applicable), the privilege asserted, and enough information to establish the basis for the claim of privilege. If the document has been disseminated or otherwise provided to anyone other than whatever addressee is "**identified**," "**identify**" those other persons.

23. State whether any responsive documents that have not been or are not anticipated to be produced in response to this CID have been discarded, destroyed, altered, or removed from the control of Respondent. If so, "**identify**" such documents and state the date and reason why the documents are no longer available. If any document was so discarded, destroyed, altered or removed in whole or in part to avoid providing it to the office of the Iowa Attorney General, so state and provide an explanation.

OATH OF RESPONDENT

I, Christopher Lamparello, certify under penalty of perjury that the answers submitted by me to the preceding Civil Investigative Demand and Notice of Intent To Proceed are true and complete to the best of my knowledge.

Dated this _____ day of _____, 2009.

_____
Christopher Lamparello

Subscribed and sworn to before me this _____ day of _____, 2009.

_____
Notary Public

NOTICE OF INTENT TO PROCEED

Service of this Civil Investigative Demand and Notice of Intent to Proceed on you will constitute your only notice, pursuant to Section 714.16(6), that your failure to comply with this CID may result in a suit being filed against you for violations of the provisions of the Iowa Consumer Fraud Act.

Dated this 17th day of February, 2009.

THOMAS J. MILLER
Attorney General of Iowa

By: _____

Steve St. Clair
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$25,000 in 2 Weeks!

....just mail my BIG CASH FLIER....

How would you like to learn how I made over *$25,000 in 2 weeks*? Well, I'm going to let you in on it so that you can do it, too. Just mail my **BIG CASH FLIER!**

Yep, I raked in over $25,000 in just two weeks! And I practically sat on my butt the whole time!

Well, that's not exactly true. From time to time, I rolled out of my easy chair just long enough to walk to the kitchen and get some more snacks. *It seemed like I was getting paid to eat Devil Dogs®!*

WHEN MY CRAZY COUSIN ELMER SPILLED THE BEANS...

About nine months ago, my crazy cousin Elmer called me and told me that he had, in his own words, *"struck gold."*

Now, I knew that ol' Elmer didn't live by any goldmines, so I thought he had finally cracked up for good. But I got into my pickup truck and drove over like a bat outta hell.

When I got there, Elmer's dogs were out barking like there was no tomorrow. *"What the hell is going on here?"*, I wondered. Whatever had happened, it was so good that even the dogs were going nuts about it!

$25,000 IN THE FIRST TWO WEEKS!

Elmer must have heard my pickup truck, 'cause he came running out of his trailer like a cow that'd just felt the sting of the branding iron.

The crazy nut grabbed me by my arm and pulled me inside. When I got in, I almost gave up the ghost right there.

On his coffee table was a big pile of cash...*over $25,000 worth...that he had made in just two weeks!*

ELMER'S BIG CASH FLIER

Did he knock over the bank? Nope. Elmer said that he had just mailed out a simple letter. He called it his **BIG CASH FLIER.**

After he brought it to the town post office, he sat around and did nothing (no different from what he usually did.)

About two weeks later, the mailman came knocking on the door. The poor sap looked like he had just got thrown off the mechanical bull in the local moonshine joint.

The heavy canvas mail bag was so full of thick envelopes that Elmer practically soiled his pants.

It took him and the missus over nine hours just to open it all. After counting it, they discovered that they had received *over $25,000!*

No wonder the far side of his trailer was filled with a couple dozen shopping bags. The old nut had been sneakin' around and spending some money! No more 99-cent stores for good ol' Elmer anymore!

If crazy Elmer and his missus could make $25,000 in two weeks with this **BIG CASH FLIER**, anyone can.

I'm not tryin' to be a smartie, but it's true. Doesn't mean I don't love the sap, but he isn't the swiftest kid on the block.

THEN I TRIED IT!

I asked Elmer if he would let me in on his **BIG CASH FLIER** secret, too. At first he hesitated. But after a little "arm twisting", I finally talked him into it.

The next day, I put it in the mail. Things were quiet at first. But one week later, money started pouring in. *By the time two weeks had passed, I had received well over $25,000!*

I'm gonna give you the same BIG CASH FLIER that Elmer gave to me. When you get it, go ahead and mail it.

Then, just sit back on your keister and chew on some pork rinds, or whatever your snack of choice is. Your windfall will arrive, too!

BE PREPARED FOR THE BIG SHOCK!

Two weeks after you mail the **BIG CASH FLIER**, you're gonna get a real shock. *The money's gonna come in, and it's gonna come in fast!*

Remember, I made $25,000 in 2 weeks. Crazy Elmer and I kept mailing his **BIG CASH FLIER** and the money kept coming!

But there's something else that I need to warn you about. When you start making all that dough, the townsfolk are gonna start sniffin' around.

That's what happened to crazy Elmer, but he solved that problem by getting a couple of extra junkyard dogs...two "red-nose" pit bulls that kept everybody off his property. Now he and the missus can finally live in peace with their money.

IT'S YOUR TURN TO CASH IN ON CRAZY ELMER'S BIG CASH FLIER!

I'm going to do for you what cousin Elmer did for me. I'm going to let you in on this **BIG CASH FLIER**. I'm gonna rush you the same flier that Elmer used to make ***$25,000 in two weeks.*** And this isn't any sneaky "switcheroo." No changes have been made to Elmer's incredible flier!

MONEY BACK GUARANTEE

I believe in good old American trust. But since you haven't dealt with folk like me before, I'm going to make you a really good offer. **Order the big cash flier.** When you get it, mail it out to who I say.

If the mailman doesn't come to your door with **$25,000 within 2 weeks**, send the letter back within 90 days and I'll return your purchase price, ok? *You can't lose!* Go ahead and take action! Order it right now!

This is a picture of my cousin, Crazy Elmer.

Order online! Visit www.orderwealth.com and request item TB95.

Order by fax! Fax the coupon with your credit card info. to **(515) 266-3965.**

World Wealth Syndicate
2643 Beaver Avenue, #301
Des Moines, IA 50310

Yes siree! I want to make $25,000 in 2 weeks! Rush me Crazy Elmer's **BIG CASH FLIER** immediately. I understand that if I don't make *$25,000 within 2 weeks*, I can return the **BIG CASH FLIER** within 90 days for a full refund of my purchase price. On that basis, I've enclosed $25 as: ☐check/money order ☐Visa ☐Mastercard ☐Discover ☐Amex. **Customer Special: We pay the postage!**

Name_____

Address_____

City_____

State_____ Zip_____

If you're using your Visa, MC, Amex or Discover, please complete below—

Card #_____

Exp. date_____ Signature_____

©2006 World Wealth Syndicate. Item# TB95.

Exhibit A

I MADE...

$5,000 BUCKS!

...after mailing the SPECIAL ENVELOPE!...

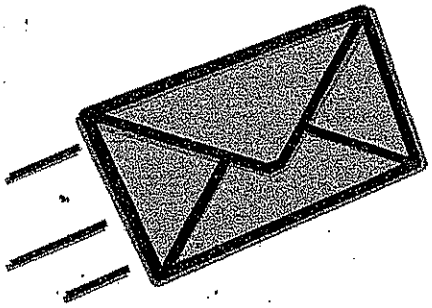
STOP! Take a moment, close your eyes and *imagine* the BODY-SHAKING JOY of getting a **$5,000 check** payable to **YOU!** Well, your days of "just pretending" are over! Yes, your **DREAMS** about having big money are about to become your actual **REALITY**.

I certainly never thought that I would ever have the good fortune of getting a **$5,000 check** sent to me. **But thanks to this system, that's exactly what happened!** It really is an *incredible* feeling when you get a **$5,000 check** and see that YOUR NAME is on it! **The RELIEF combined with the JOY is just remarkable!**

I STILL REMEMBER "THAT DAY"!

I will never forget the day that I found out about this unusual special envelope. My ex-wife came by to drop off the kids that afternoon. We divorced a few years ago but stayed friendly for the sake of the children.

Linda knew that I had been having **money problems.** So when she dropped off the kids, she quietly handed me $500 cash. *"You and the kids have fun this weekend,"* she whispered. With a mischievous grin, she drove off just as quickly as she had arrived!



"Just where in heaven's name did Linda get $500 to give to me?" I wondered. My mind **ran wild all that weekend** as the kids and I spent her money. When she showed up at the end of the weekend, I invited her inside. I was going to get to the bottom of this if it killed me!

I DID SOME "ARM-TWISTING"!

I *knew* that my ex-wife wouldn't share her secret without a fight. So as soon as

Exhibit B (page 1 of 2)

she sat down, I offered her some white wine. *And I kept offering!* After her third glass, I twisted her arm for a few minutes until she finally stopped resisting and **told me EVERYTHING!**

She had come up with an ingenious idea that she called her **special envelope.** After getting her hands on the unusual envelope, she mailed it. And guess what happened a couple weeks later? **She received a check for exactly $5,298.44 payable to her!**

I asked her if I could use her secret, too. Much to my surprise, she readily agreed! So the next day, I mailed the *special envelope*, too. And I'll be a monkey's uncle—**a check for $5,118.02 showed up in my mailbox about sixteen days later!**

Outside of the birth of my kids, that was the happiest day of my entire life. Since then I've never stopped mailing it, and the JUICY CHECKS always show up on time! **The *special envelope* "keeps on going", just like the Energizer® Bunny!**

YOU WILL BE TOTALLY AMAZED!

You won't ever forget the day when your money shows up. In fact, I bet you'll be just like I was...completely **amazed and jolted** that it really is happening to *you*. **Don't be surprised if you feel a little "light-headed" when your first $5,000 check arrives!**

But don't worry—after you get your **third or fourth** check, you will have gotten used to it and the shock will have gone away! Getting the money that you deserve will be a **normal occurrence** for you!

Since you don't know me personally, you might have some doubts as to whether or not you should send for this. That's normal, especially since it's so easy in today's world to **promise** something and quite different to actually **deliver** on that promise.

"TAKE NO CHANCES" MONEY BACK POLICY!

I am going to offer you a chance to look this over **without taking any chances whatsoever.** Simply order the **$5,000 BUCKS** system right now. When you receive it, go ahead and mail the special envelope right quick!

If you don't receive a **$5,000 check** within a couple of weeks after mailing the special envelope, simply return it **within a whole year's time** and I'll send you a refund, *no-questions asked!* With such assurance, you take no chances.

Isn't changing your future worth a measly $26? After all, what good are your dreams if you aren't willing to **reach out and grab 'em** when they come your way? **Now is the time** for you to grab the new future that you have deserved for so long!

Don't let this be the moment that your dream slipped away! The money you need could be right around the corner. I want to rush you the **$5,000 BUCKS** system by first class mail. So go ahead and send in the coupon right now!

FREE GIFT! Order within the next 10 days and you will receive a free ONE YEAR subscription to a popular money-making magazine. Place your order right now so you don't miss out on this amazing gift!

SEND IN THIS COUPON NOW!

World Wealth Syndicate
2643 Beaver Avenue, # 301
Des Moines, IA 50310

☐ **I want to get in on this!** Please RUSH me the same *special envelope* that you used to get a **$5,000 check!** I understand that if I don't get my own check payable to ME after mailing your special envelope, I can return your system **within one year** and get my money back! I have enclosed $26 (plus $4 s/h, **total $30)** in the form of (check one:) ☐check ☐money order ☐Visa ☐MasterCard ☐American Express ☐Discover Card.

Name_____

Address_____

City_____

State_____ Zip_____

Credit Card Users:

Card #_____

Exp. Date_____ Signature_____

Credit card users can also order online at www.orderwealth.com by requesting item# **BTR407.** Credit card users may also fax order to (515) 266-3965. (c) 2007 WWS.

Exhibit B (page 2 of 2)

Christopher Lamparello
350 5TH AVENUE, #6917
NEW YORK, NY 10118

RECEIVED
09 MAR 25 AM 10:53
CONSUMER PROTECTION DIV.

Responses to
Civil Investigative Demand

1. (a). I was involved in **Lamparello v. Falwell** (decided August 24, 2005) in the Virginia 4th Circuit Court of Appeals regarding trademark infringement.

   (b) The businesses are Pridemore Publishing Company, Inc., World Wealth Syndicate, and former companies were New Voyage Press, Inc., Brave Decision, Bill Simmons (DBA), John Matthews (DBA) and City Books Publishing Company.

   (c) I have used the ficticious names "Bill Simmons," "John Matthews," "Bob Michaels," "Bob House," "Larry Checkers," "Steve Christie" and have registered "Bill Simmons" and "John Matthews" with New York State since I also used those names for banking.

2. (a) **CITY BOOKS PUBLISHING COMPANY, INC.** (Incorporated in NYS June 13, 1996; Since closed approximately 2005.) It's address was 16 E. 8th Street, New York, NY 10003
*****City Books Publishing Company is since closed.**

   NEW VOYAGE PRESS INC. (Incorporated in NYS February 9, 2000 and ended 9/2005; Since closed approximately September 2005.)
DBA "Brave Decision Company" approved by NYS
DBA "Bill Simmons" approved by NYS on 8/31/2000
DBA "John Matthews" approved by NYS 6/4/2001
DBA "World Wealth Syndicate" approved by NYS on 5/24/2002;
*****New Voyage Press and all related DBAs since closed.**

   PRIDEMORE PUBLISHING COMPANY, INC. (Incorporated in NYS, April 7, 2005.)
DBA "World Wealth Syndicate" (Accepted by NYS on July 22, 2005)

   "PUBLISHING COMPANY INC." is not a corporation

   Mailing addresses used:
101 W. 23rd Street, #2250, New York, NY 10011
5643 Beaver Avenuue, #301, Des Moines, IA 50310

Also, I planned to move to Florida in 2003 and purchased an apartment there. I registered my corporation "World Wealth Syndicate" as a Florida corporation around that time along with a dba called "Financial Blessings Outreach", probably in 2004. Soon thereafter I decided not to do business in Florida. I abandoned plans to move

Exhibit 2

there and decided to stay in New York.

(c) From year 2005 to March 1, 2009, Christopher Lamparello was the only officer of the corporation. Compensation:

2008 $ 95,000.00 (approximation; still being calculated)
2007 $190,491.00
2006 $ 59,158.00
2005 $ 51,430.00

(d) Christopher Lamparello was the only individual with ownership interest in the company from January 1, 2005.

(e) Christopher Lamparello was the only employee from January 1, 2005 to March 1, 2009.

(f) Lamparello v. Falwell, 4th Circuit Court of Appeals in Richmond, Virginia.
*Although there was no administrative proceeding, I received a Cease and Desist order from South Dakota regarding "World Wealth Syndicate" in or about 2005. We are currently in compliance with this order.

3. The breakdown of exhibits is as follows, starting from October 2005 to March 1, 2009.

ATTACHMENT NUMBER ONE
46 orders; 2 people requested and received refunds.

ATTACHMENT NUMBER TWO
112 orders; 10 people requested and received refunds.

4.(a) Mail from the Des Moines address was forwarded to the New York Office.

(4b) The mail was forwarded unopened to the New York address at 350 5th Avenue, Suite 6917, New York, NY 10118

5.(a) Ads that used Iowa addresses:

"Elmer's Big Cash Flier"
"Big Bucks!"

Ads ran in Small Business Opportunities, Money Making Opportinities, and Home Business Connection.

An ad entitled "$99 an Hour" began running was in January of 2008 and ran until Septemebr 2008 in the above-listed magazines.

(5b) Christopher Lamparello was responsible for determining the contents of the advertisements;

6.(a,b,c)

The advertisement contains a narrative (story) that is used to paint a factual picture of the experience that Mr. Lamparello had in years past, mailing letters as a mail order professional. Elmer is a pen name and the photo is a stock photo.

(6d) The natural person who received faxes to the (515) 266-3965 number was Christopher Lamparello. The phone number automatically forwarded faxes to New York.

7 (a-f):

The number of mailed fliers in order to receive the listed response was a hypothetical narrative based upon Mr. Lamparello's experience in direct marketing. A mailing (of whatever number), is mailed and the vast majority of results are in within two weeks, a standard amount of time by which a mail order professional can expect to receive a response.

The narrative assumes a gross response of $25,000 for that two-week period, which is $50,000 per month, or $600,000 gross per year, an amount that is reasonable for a profitable mail order company and represents the actual average corporate (not personal) profit that Mr. Lamparello has experienced during his years in this business when business was running at a normal pace.

Many mail order companies do business in the millions of dollars per year. The "Big Cash Flier" mentioned in the advertisement **sells mailing lists;** mailing lists are sent electronically, by email, making the cost of fulfillment negligible.

8. Same as above.

(8a) The approximate number of fliers that would have had to be mailed could be that number which assumes a 2% response and average order of $300 for 5,000 names. The number of fliers herefore would be a very small direct mailing of 4,000 to 5,000 fliers.

9. See "Attachment #1." (The item number for the Elmer flier was item number "T".) A list of refund requests, all of which were filled, is attached.

10. I do not keep records of who earns the results which are discussed in the advertisement's narrative.

11. 46 orders for the Crazy Elmer's Big Cash Flier were filled in Iowa since it was first offered.

12,13,14,15,16,17,18,19,20:

Please see response for #7 a-f.

21. The mailing list for Mr. Lamparello's company is sent to a list broker who rents the names as is standard industry practice. Any Iowa residents who placed orders would have their name and address included on that list. The New York-based mailing list company would be in sole possession of whomever rented the list and would also likely have a tally of any payments received by it.

22. N/A

23. No documents have been intentionally destroyed. However records prior to September 2005 were lost when the office was moved, and the computer was not backed up.

Please contact our attorney Lustigman if you have any additional questions.

Exhibit C (Additional ads sent to Iowans)
"How I Made $99 an Hour"
"God Wants You to Be Rich"
"$450 a Day"

OATH OF RESPONDENT

I, Christopher Lamparello, certify under perjury that the answers submitted by me to the preceeding Civil Investigative Demand and Notice of Intent to Proceed are true and complete to the best of my knowledge.

Dated this 23rd day of March, 2009.

Christopher Lamparello

$25,000 in 2 Weeks!

....just mail my BIG CASH FLIER....

How would you like to learn how I made over *$25,000 in 2 weeks?* Well, I'm going to let you in on it so that you can do it, too. Just mail my **BIG CASH FLIER!**

Yep, I raked in over $25,000 in just two weeks! And I practically sat on my butt the whole time!

Well, that's not exactly true. From time to time, I rolled out of my easy chair just long enough to walk to the kitchen and get some more snacks. *It seemed like I was getting paid to eat Devil Dogs®!*

WHEN MY CRAZY COUSIN ELMER SPILLED THE BEANS...

About nine months ago, my crazy cousin Elmer called me and told me that he had, in his own words, *"struck gold."*

Now, I knew that ol' Elmer didn't live by any goldmines, so I thought he had finally cracked up for good. But I got into my pickup truck and drove over like a bat outta hell.

When I got there, Elmer's dogs were out barking like there was no tomorrow. *"What the hell is going on here?"*, I wondered. Whatever had happened, it was so good that even the dogs were going nuts about it!

$25,000 IN THE FIRST TWO WEEKS!

Elmer must have heard my pickup truck, 'cause he came running out of his trailer like a cow that'd just felt the sting of the branding iron.

The crazy nut grabbed me by my arm and pulled me inside. When I got in, I almost gave up the ghost right there.

On his coffee table was a big pile of cash...*over $25,000 worth...that he had made in just two weeks!*

ELMER'S BIG CASH FLIER

Did he knock over the bank? Nope. Elmer said that he had just mailed out a simple letter. He called it his **BIG CASH FLIER.**

After he brought it to the town post office, he sat around and did nothing (no different from what he usually did.)

About two weeks later, the mailman came knocking on the door. The poor sap looked like he had just got thrown off the mechanical bull in the local moonshine joint.

The heavy canvas mail bag was so full of thick envelopes that Elmer practically soiled his pants.

It took him and the missus over nine hours just to open it all. After counting it, they discovered that they had received *over $25,000!*

No wonder the far side of his trailer was filled with a couple dozen shopping bags. The old nut had been sneakin' around and spending some money! No more 99-cent stores for good ol' Elmer anymore!

If crazy Elmer and his missus could make $25,000 in two weeks with this **BIG CASH FLIER**, anyone can.

I'm not tryin' to be a smartie, but it's true. Doesn't mean I don't love the sap, but he isn't the swiftest kid on the block.

THEN I TRIED IT!

I asked Elmer if he would let me in on his **BIG CASH FLIER** secret, too. At first he hesitated. But after a little "arm twisting", I finally talked him into it.

The next day, I put it in the mail. Things were quiet at first. But one week later, money started pouring in. *By the time two weeks had passed, I had received well over $25,000!*

I'm gonna give you the same BIG CASH FLIER that Elmer gave to me. When you get it, go ahead and mail it.

Then, just sit back on your keister and chew on some pork rinds, or whatever your snack of choice is. Your windfall will arrive, too!

BE PREPARED FOR THE BIG SHOCK!

Two weeks after you mail the **BIG CASH FLIER**, you're gonna get a real shock. *The money's gonna come in, and it's gonna come in fast!*

Remember, I made $25,000 in 2 weeks. Crazy Elmer and I kept mailing his **BIG CASH FLIER** and the money kept coming!

But there's something else that I need to warn you about. When you start making all that dough, the townsfolk are gonna start sniffin' around.

That's what happened to crazy Elmer, but he solved that problem by getting a couple of extra junkyard dogs...two "red-nose" pit bulls that kept everybody off his property. Now he and the missus can finally live in peace with their money.

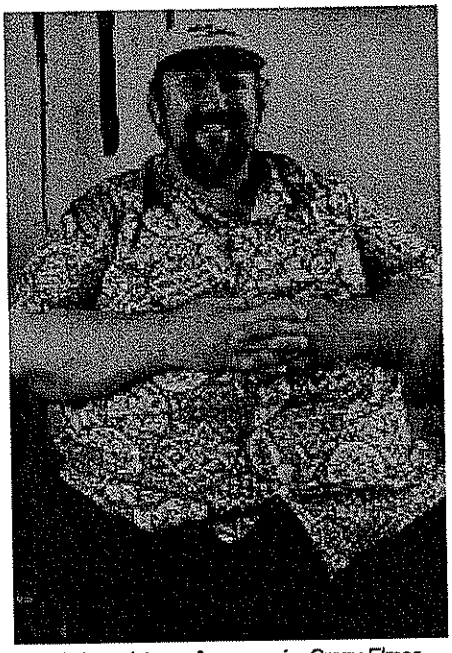
IT'S YOUR TURN TO CASH IN ON CRAZY ELMER'S BIG CASH FLIER!

I'm going to do for you what cousin Elmer did for me. I'm going to let you in on this **BIG CASH FLIER.** I'm gonna rush you the same flier that Elmer used to make ***$25,000 in two weeks.*** And this isn't any sneaky "switcheroo." No changes have been made to Elmer's incredible flier!

MONEY BACK GUARANTEE

I believe in good old American trust. But since you haven't dealt with folk like me before, I'm going to make you a really good offer. **Order the big cash flier.** When you get it, mail it out to who I say.

If the mailman doesn't come to your door with **$25,000 within 2 weeks**, send the letter back within 90 days and I'll return your purchase price, ok? *You can't lose!* Go ahead and take action! Order it right now!



This is a picture of my cousin, Crazy Elmer.

Order online! Visit www.orderwealth.com and request item **TB95.**

Order by fax! Fax the coupon with your credit card info. to **(515) 266-3965.**

World Wealth Syndicate
2643 Beaver Avenue, #301
Des Moines, IA 50310

Yes siree! I want to make $25,000 in 2 weeks! Rush me Crazy Elmer's **BIG CASH FLIER** immediately. I understand that if I don't make *$25,000 within 2 weeks,* I can return the **BIG CASH FLIER** within 90 days for a full refund of my purchase price. On that basis, I've enclosed $25 as: ☐check/money order ☐Visa ☐Mastercard ☐Discover ☐Amex. **Customer Special: We pay the postage!**

Name_____

Address_____

City_____

State_____ Zip_____

If you're using your Visa, MC, Amex or Discover, please complete below—

Card #_____

Exp. date_____ Signature_____

©2006 World Wealth Syndicate. Item# TB95.

$1,000 a Day!

- **You could get money for POSTAGE!**
- **You could get money for PRINTING!**
- **You could get money for ENVELOPES!**
- **NOT "envelope stuffing" MALARKEY!**

How would you like to make up to **$1,000 in one day??** We need you to help us get our circulars into the mail. My company really wants you to help us do this, and we want you NOW.

'Rewarded quite nicely'

You can be rewarded **quite nicely** if you agree to give us a helping hand! Be advised, this is NOT a chain letter. ***It is NOT "envelope stuffing" nonsense***. This is a NEW way to make up to **$1,000 a Day!**

This plan is legitimate and honest. Most so-called home worker opportunities do NOT offer you the chance to qualify for bonus money for postage, printing and envelopes. We do! And you never have to run classified or display ads!

Last month, my company decided to start recruiting homeworkers to help us mail our circulars. The idea of hiring people in our office to do this work was just too impractical. We didn't have the room or the time.

'I thought the idea was a scam'

We figured, why should we have to pay a big rent when we could simply let you in on the action? At first, I was unsure if it would go over well. I had always thought that the idea of using home workers was just a scam.

Over the next few days, however, I learned quite different. A small number of companies **really do** offer honest opportunities for home workers. The problem is that it's tough to know which ones are real and which are just pulling your leg.

'Not just pocket change'

Once you find a **REAL DEAL** like this one, however, you can really fatten your wallet! And I'm not just talking about "pocket change." I'm talking about REAL money . . . the kind that lets you buy a lot of "creature comforts!"

The World Wealth Syndicate home workers program is "plain ol' dynamite!" Where else could you earn up to **$1,000 a Day?** This is quite probably the most profitable home worker invitation that is being offered today. We want you on our team, and we want you NOW.

'Tired of being burned?'

Remember, you are being offered this chance so that you can get your hands on real money! It is not designed to **drain** your money like so many of those so-called "opportunities" out there that are full of baloney. Aren't you tired of being burned???

Lately, con men have been running a few dishonest scams in which they CLAIM to want home workers. If I were to mention their names, you would probably recognize them right away.

Hopefully, you did not fall for the nonsense that they were dishing out. Unlike those "other" plans, this is as real as a Pennsylvania coal mine! Yup, this is the real deal!

Remember, you **NEVER** have to place classified or display ads! You can qualify for a hearty postage bonus, too! As you probably already know, other programs ARROGANTLY refuse to give you bonus postage.

Some phoney opportunities tell you to place classified ads. Well, those are NOT real home worker opportunities at all! They're just designed by slick companies that do not want to pay for their own advertising! And they have the nerve to act like they're doing you some sort of favor. Well, we do things a lot differently.

'A Genuine Opportunity'

By the time the authorities get wind of what's going on, those "fly by night" con men are long gone. If you want a genuine opportunity, accept this one, right here and now!

It is possible that you will never receive this invitation again. You must not allow it to slip through your hands! **We need your help as much as you need ours**. This is truly a "win-win" situation.

You can get started as one of our home workers by next week. After you send us your application, we'll rush your Home Worker Kit to you by first class mail, without delay or a moment's hesitation.

As soon as you receive your Home Worker Kit from World Wealth Syndicate, you'll learn exactly how simple it is to earn money with us. We really need your help, and we are prepared to make it well worth your while!

'There is only one rule'

If you decide to join us, there is only **one rule.** We ask that you keep the circulars clean. It's **very** important that they be spotless. If you can follow that one rule, go ahead and jump aboard our ship right now!

The sooner you send in your order, the sooner that you can start receiving your payout. World Wealth Syndicate is one of the only companies that offers an honest opportunity to America's home workers.

'Money Back Upon Request'

We will cheerfully refund your entire materials fee upon request, for any reason under the sun! You either make the dough or you get a refund. All we ask is that you return the start-up kit within 90 days from the day you get it.

It's time to get started! As soon as we receive your coupon and materials fee, we'll rush you the kit by first class mail, without delay. Send us your application along with $26 right now. ▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶

BEST OF ALL:

- You **never** have to pay for classified or display ads!
- You could get bonus money for **POSTAGE**!
- You could get bonus money for **PRINTING**!
- You could get bonus money for **ENVELOPES**!
- You get the **whole** "kit 'n kaboodle"!
- Your home is your headquarters!

World Wealth Syndicate

2643 Beaver Avenue, #301
Des Moines, IA 50310

I ACCEPT YOUR INVITATION! I want to be one of your home workers. Please RUSH me my HOME WORKER starter kit by first class mail. I understand that I could get bonus money for postage, printing and envelopes. Better yet, I never have to pay for any advertising, and this is not a job. On that basis, I have enclosed my materials fee of **$26** in the form of (check one) — ☐check/money order ☐Visa ☐Mastercard ☐Discover ☐Amex. **Customer Special: We pay the postage!**

Name_____

Address_____

City_____

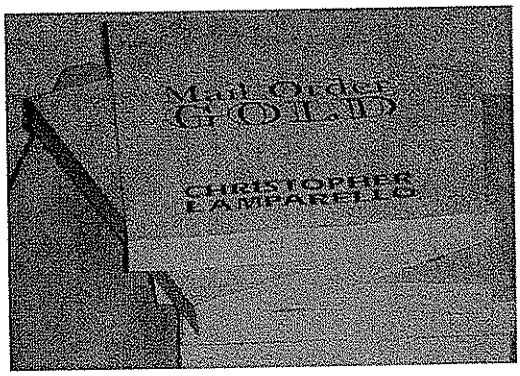
State_____ Zip_____

CREDIT CARD USERS:

Card #_____

Exp. Date_____ Signature_____

Credit card users can also order online at www.orderwealth.com. Request item# **WB96**. Credit card users may also fax this coupon to (515) 266-3965. ©2006.



Mail Order Gold
HOME STUDY COURSE BOOK
INCREDIBLE LIQUIDATION OFFER!

Use this DISCOUNT CODE: MOGB97

FOR YEARS, we sold hundreds of the Mail Order Gold Coursebook for $99.95. And a lot of people didn't hold back when it came to giving their opinion. "I can't believe it," one guy wrote. "You tell all of your secrets! What are you an idiot?"

Yeah, well, perhaps we did go a little overboard! Maybe we really did "give too much". But we published this huge thing and now we need to sell it. Last time we checked, there were **87 copies** left in the warehouse.

Listen, we're dog-tired of looking at all these big fat 383-page books. So we're slashing the price and moving them out for good. This book is a sizzler. It's huge! When we sold it for $99.95, hundreds of people lined up to buy it. But since we want to move them out, you get to take advantage of the situation!

So here's the deal, soldier: If you're one of the first 87 people, we're gonna sell it to you for just $40! That's---*drumroll*---$60 off! Nope, we're not kidding. But you need to be one of the first 87 to order. We are *not* reprinting this thing. It's just too heavy already!

Isn't it about time you got serious about mail order and the money it can bring? Of course, if you're content to just play around, that's your choice. But don't ya think it's time to put bullets in your gun?

Avoid being disappointed! Go right ahead and fill out the order form on the other side of this page. Send it to us with your $40 right now. We even pay your postage!

Here's just SOME of the stuff you'll learn from Mail Order Gold...

- The four elements of a direct mail package.
- How to test a new direct mail promotion cheaper than you ever though possible.
- How to rent and test mailing lists. Which ones work and which don't.
- Selecting a mail order house to do everything for you. How to track the results.
- What it means to "roll-out" a mailing to make you tens of thousands of dollars a month.
- What a "U.S.P." is and why your offer cannot and will not be successful without it.
- Should your advertising be very creative? The answer will surprise you!
- Should you write something on the outside envelope or leave it blank?
- Should you use first class mail or a cheaper way? Does it make a difference?
- Is it better to use a window envelope or a regular one?
- The easiest way to write a sales letter if you're not good at writing.
- A word about the "Las Vegas Showgirl" method and how it can make you rich.
- The one thing that will be "death" for your campaign. Avoid this at all costs!
- What the most common word in your advertising should be.
- The "top 25" direct mail secrets of all time.
- "Ready to run" sales letters that you can use as is or change to your liking.
- And much, much more. 383-pages of revelations, tips, pointers, and secrets that will have you making the money you've always been hoping for!
- All this for just forty bucks delivered!

ORDER FORM

Be one of the first 87 people to respond! Send in this order form right now!

Order Form

YES! I definitely want to take advantage of this limited-time chance to get the 383-page **MAIL ORDER GOLD** coursebook for just $40 delivered. That's $60 off the regular price! Please rush me my copy immediately. I understand that if I am **not** one of the first 87 people to order, you will return my payment uncashed. Thank you.

NOTICE: ON THE DAY WE RUN OUT OF BOOKS, IF THERE ARE MORE ORDERS THAN BOOKS, WE WILL *RANDOMLY* CHOOSE WHICH ORDERS TO FILL. FOR CUSTOMERS WHOSE ORDERS CANNOT BE FILLED, WE WILL RETURN PAYMENT ALONG WITH OUR APOLOGIES.

NAME (PLEASE PRINT CLEARLY)_____

ADDRESS_____

CITY_____ **STATE**_____ **ZIP**_____

Please Select Your Payment Method

❒ **Check or Money Order (payable to World Wealth Syndicate)**

❒ **Mastercard** ❒ **Visa** ❒ **Discover Card** ❒ **American Express**

Credit card #_____

Expiration date_____

Signature_____

ORDER ON THE INTERNET!

Have your credit card handy and go to **www.orderwealth.com**
When asked for the "Item Number" please enter this discount code: **MOGB97**

ORDER BY FAX!

Complete this certificate (with credit card information) and fax it to us at:
(515) 266-3965 anytime day or night.

ORDER BY MAIL!

Mail this completed certificate (or a photocopy)
with $40 (we pay your postage) to:

World Wealth Syndicate
2643 Beaver Avenue, #301 • Des Moines, IA 50310

$450 a Day!

Get $3 for every booklet you mail!

How would you like to make **$450 A DAY?** This isn't "hype". You are **guaranteed** to get $3 for every booklet that you mail! Best of all, we will provide you with an *unlimited* number of booklets for FREE. And you **never** pay any postage!

My name is Bob House. My company wants to get our special booklets out to as many people as possible. This is where **you** come in. You'll get $3 for every booklet you mail!

$450 A DAY!

This "chance of a lifetime" is truly head and shoulders above the rest. What other opportunity offers you the chance to get **$450 A DAY?** And don't forget...you get as many booklets as you like for FREE. There is *never* any cost whatsoever!

Best of all *(hold onto your hat!)*, ***you'll receive your payment and postage before you mail the booklets!*** That's right! You will not mail the booklets and **THEN** get paid. You'll get paid $3 for every booklet you mail **before** you mail them! You get your money upfront!

With all the other systems, they ask you to "trust" them. Yeah, right! Isn't *that* convenient! Funny how it's always you who has to do the trusting. *Why don't they trust YOU?* Well, that's exactly what's going to happen! We are going to trust **YOU.**

THERE IS NO LIMIT!

There is **no limit** to the numbers of booklets that you can mail. If you want to mail 100 booklets one day, go ahead and mail 100 booklets. If you want to mail 200, mail 200 and so on.

And if you wake up one morning and just feel like relaxing, go right ahead and take the day off! **Take a whole week off if you feel like it.** After all, the booklets will be there when you're ready to start mailing them again!

THIS IS NOT A JOB!

Another reason that this system is great is because it is **NOT** a job! This is an opportunity for **you** to be in charge! You will never have to answer to some loud, nagging penny-pinching boss who treats you like he OWNS you.

Instead, you will be able to "write your own ticket!". When people ask you if you like your boss, you'll be able to look them right in the eye and say, **"I'M THE BOSS!"**

There just isn't any better feeling than being able to tell people that you're the captain of your own ship. But let me warn you—your neighbors and friends might just "get a little jealous" when they see how well you're doing.

So when all the money comes in, you just might want to "hush it up" a bit, if you know what I mean. If you decide to take some of your money and order a **new flat screen TV**, have the delivery men bring it around back. Better yet, ask them to deliver it *after* the sun goes down!

IMAGINE THE POSSIBILITIES!

MAIL 25 BOOKLETS—GET **$75!**
MAIL 50 BOOKLETS—GET **$150!**
MAIL 100 BOOKLETS—GET **$300!**
MAIL 150 BOOKLETS—GET **$450!**
MAIL 500 BOOKLETS—GET **$1,500!**
MAIL 1,000 BOOKLETS—GET **$3,000!**
MAIL 5,000 BOOKLETS—GET **$15,000!**
MAIL 10,000 BOOKLETS—GET **$30,000!**

INCREDIBLE MONEY!

The amount of money that you'll make with this system is **incredible.** It will give you a whole new life. Sadly, most people have to **break their back** on a regular basis just to get by.

You're days away from being able to say good-bye to the idea of "just getting by"! From now on, it's going to be **first class all the way!** You're going to be able to get **the best** no matter where you go! Isn't it about time *you* got treated like a **KING?**

When you start doing this, you're actually going to work **a whole lot less** than you've ever worked before! That's right! **You'll be making *WILD* amounts of money by doing LESS work!** This system is so great that it even lets you "get a little lazy" from time to time!

I bet you've heard the phrase, "You have to work smart, not hard." You are now being offered an opportunity to do just that!

It isn't fair that other people **who don't deserve it as much as you do** get to lounge around all day while you give your blood, sweat and tears to your work and get paid LESS than those "light-weights" do! Now it's time for **you** to move to the front of the line!

There is only **one kind** of person that we don't want for this opportunity. We do ***not*** want people who are going to take the money and booklets and not mail them! **Those types of people are most certainly *not* welcome here.**

If, however, you are **HONEST** and you honor your commitments, you are *definitely* invited to get in on this!

THE "ULTIMATE" MONEY-BACK GUARANTEE

To prove to you that I really mean business, I'm going to offer you what I call the **ultimate** money back guarantee. Here it is: Order the **$450 A DAY** system right now.

When you get it, put it into use. If you don't **immediately** start making **$450 A DAY**, simply return it to me within six months. I'll rush you a **full refund** of your purchase price, no-questions asked. It is THAT simple.

IT'S TIME FOR YOU TO "MAKE YOUR MOVE!"

The time has now come for you to make your move! Since I don't know you or where you live, you have to contact me. And the way to do that is by sending me the coupon below with your **one-time** payment of **$32** ($28 plus $4 s/h).

This is truly one of life's RARE **windows of opportunity.** What you do right now will determine whether you live out your days in luxury and plenty, or continued struggle, having to "cut corners" at every turn. I urge you to accept this opportunity **right now!**

As soon as I receive your order, I'll "double-rush" it to by first class mail. You will be able to start doing this on the **very same day** you get my materials! Order right now!

World Wealth Syndicate
2643 Beaver Avenue, #301
Des Moines, IA 50310

Dear Bob: I want to make **$450 A DAY** mailing your booklets! I will get $3 for every booklet that I mail! All the booklets are **free** and I *never* have to pay for them **OR** any postage—ever! I am also covered by your ULTIMATE money-back guarantee. If I don't make **$450 A DAY** using your system, I can return it within 6 months for a full refund! I have enclosed **$32** ($28 plus $4 s/h) as: ☐check/money order ☐Visa ☐Mastercard ☐Discover ☐American Express.

Name_____

Addess_____

City_____

State_____Zip_____

If signing up with your credit card, complete below:

Card #_____

Exp. _____ Signature_____

Credit card users can also order online at www.orderwealth.com. Request item# **FB98.** Credit card users may also fax this coupon to (515) 266-3965. ©2006.

BACK PAGE SPECIAL

"Hear ye! Hear ye!"

102-page "Biggie Size" gold-embossed book just...

(and we promise you'll love the cover!)

When we first started selling **Advanced Recruitment Secrets**, we certainly received compliments on its content, but people just wouldn't stop talking about the beautiful cover! We have to admit, it *is* quite striking. Gold-embossed lettering on a shiny, "deep black" background makes quite a statement. You'll want to keep this one on your coffee table for sure. But we keep having to remind people that it's what's *inside* that matters!

Advanced Recruitment Secrets will give you what we think should be a gift for every human being on the planet—incredibly easy-to-understand lessons about developing an exciting life on the Internet. This valuable addition to your library will show you everything you need to know to have fun, make friends, go on dates, and even make money online, too! It's all covered in a breezy 102-page biggie-sized book that'll bring your life many blessings!

Here's how to get it all for just a buck: Simply buy at least one product from the offers we've included on the previous five pages. Yep, that's it. Just order at least one item and it's yours for one dollar. Like we said, you'll love the beautiful gold-embossed cover, but it's what's inside that counts! Make your selections now and include the below coupon (or a copy) with your order.

NOTE: If you are ordering over the Internet (www.orderwealth.com), add the item number "ARSB99" after you list the item number(s) from the other product(s) that you are ordering. We'll add one dollar to your order total. If ordering by fax, include the coupon in your fax.

☐ I want to get in on this great offer! I am sending **this** coupon along with the **fully-completed** coupon(s) for the other products(s) that I am ordering. Send it to me all at once and include the gold-embossed Advanced Recruitment Secrets **for one dollar!** [Item ARSB99]
INITIAL HERE: _____